



## **MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**May 30, 2007**

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### **BEAT THE PEAK KICKOFF AND PRESS CONFERENCE SET FOR JUNE 1, 2007**

On Friday, June 1, 2007, Tucson Water will kick off the 2007 Beat the Peak Campaign with a press conference at 9:00 a.m. at the Tucson Water Administration Building, 310 W. Alameda. The press conference will take place on the north-facing outside patio of the Administration Building.

In addition to revealing the 2007 "identity" of Tucson Water's Conservation duck mascot, Pete the Beak, Public Information Officer Mitch Basefsky will announce this summer's water conservation campaign theme. Tucson Water Director David Modeer will discuss the importance of water conservation to our community, especially in times of drought. Conservation Manager Fernando Molina will speak about the latest steps Tucson Water is taking to strengthen our conservation programs. Glen Sampson, meteorologist from the National Weather Service, will provide an update on the climate forecast for our region and the status of the local and regional drought.

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